



## **Content Creator**

**Location:** Austin, TX

**Reports to:** Creative Director

**Position Type:** Full-Time

**Start date:** ASAP

**Salary:** \$4500 per month

The Gina Hinojosa for Governor campaign is seeking a Content Creator to work alongside the creative team to help create social media content for our various platforms and collaborate with the broader team on strategies to maximize our online growth.

To apply, please send a resume and cover letter to [info@ginafortexas.com](mailto:info@ginafortexas.com) with the subject line "Application for Content Creator"

### **Key Responsibilities**

- Pitch, draft, and create content for Gina Hinojosa's social media accounts;
- Film Gina during in-person events and shoots;
- Work with the Creative Director and the Deputy Creative Director to schedule and track creative assignments;
- Compile and distribute weekly newsletters and reports;
- Maintain Gina's social calendar, updating with key anniversaries, recurring moments, and upcoming events;
- Compile reports and tracking documents to support the production of video and design assets;
- Identify trends on social media, source photos for graphics, and pull compelling posts to amplify;
- Support other special projects, assignments, and tasks in collaboration with others on the Gina Creative team.

### **Qualifications**

- Proficiency in social media and vertical video trends;
- Experience with vertical video editing;
- Enthusiasm for using the internet and other online tools to reach people, grow our channels, meet our goals, and elect Gina as Texas's next governor;
- The ability to recognize a meaningful news story and communicate it in a way that fits within Texas's political landscape and Gina's narrative strategy;
- Excellent written and verbal communication skills;

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- Exceptional attention to detail and organization while in a fast-paced environment, including clear external and internal file management;
- Ability to work collaboratively under tight deadlines;
- Comfort with long, irregular hours during peak election seasons, including evenings and weekends;
- Demonstrated interest in politics